





FOR FREE TRAVEL INFORMATION CONTACT ALBERTA GOVERNMENT TRAVEL BUREAU 1629 CENTENNIAL BUILDING/10015-103RD AVENUE, EDMONTON LBERTA, CANADA/PHONE (403) 429-2717

## PRIMARY U.S. ACCESS ROUTES

Direct Into Alberta and Through Other Parts of Canada and the U.S. West Coast regions of the U.S. leads direct to the border crossing point at Coutts, Alberta. (Highway #89, an alternate summer route, enters Alberta at Carway and #17 enters through Chief Mountain). Highway #101 or Interstate #5 from California follows

the Pacific Coast north to Vancouver, B.C. (Highway #97 a summer route from California enters B.C. at Osovoo in the Okanagan region interconnecting with #401 and the Trans-Canada Highway #1 or the Yellowhead Highway #5 or #3 in British Columbia to Alberta. Interstate #90 and #25 and Highway #87 are the main routes travelled from the West Central and South

east off this major route lead to all parts of Canada and

connect to the Trans-Canada #1 or are direct to Alberta.

Central States to Alberta Interstate highways #80, #90, and #94 from the Eastern and Midwest U.S. all merge with the trans-U.S. Highway #2. (Highways branching North, Northwest and North-

## HIGHWAYS TO ADVENTURE

TRANS-CANADA #1 - A main artery stretching from Vancouver Island, B.C. through Banff National Park. Calgary and Medicine Hat in Alberta and on across Canada to Newfoundland. YELLOWHEAD - #4 in Manitoba - #5 in Saskatchewan

- #16 Lloydminster, Alberta through Edmonton Jasper National Park, Alberta, #16 and #5 in British

ALBERTA HIGHWAY #2 - U.S.-Alberta, Canada border to Calgary, to Edmonton and north and west to Peace

River country.

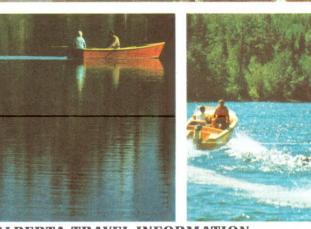
ALBERTA HIGHWAY #3 — Medicine Hat to Lethbridge and Crowsnest Pass, Alberta, to B.C. ALBERTA MACKENZIE #35 - Open year-round, this highway extends from Grimshaw, (16 miles west of Peace

River,) to Yellowknife, N.W.T. on the north shore of the Great Slave Lake. ALASKA (ALCAN) - Beginning at "Mile 0," Dawson Creek, B.C., this historic highway follows the same

route as that of the gold rush Klondikers of 1898 and ends at Fairbanks, Alaska. Paved roads through Alberta connect to this highway.

ALBERTA FORESTRY TRUNK ROAD - Constructed primarily for forest protection, this road links Coleman in the Crowsnest Pass area, through the Rocky Mountains Forest Reserve with Highway #34, east of Grande Prairie. For the visitor, the 640 mile gravelled route features spectacular scenery, and good facilities for camping, hunting and fishing.





ALBERTA TELEPHONE AREA CODE 403

ALBERTA: Alberta Government Travel Bureau monton 15, 429-2717 — **Lobby, Legislativ**o **Bldg.,** 109 St. and 97th Ave., 229-3821 — Room 905, J. J. Bowlen Bldg., 620 - 7th Ave. ONTARIO: 501 Victoria Bldg., Ottawa, Ontario, UNITED STATES: Suite 703 - 510 West 6th Street, Los Angeles, California, 90014, Tel ENGLAND: 37 Hill Street, London, W.1, Tel.

JAPAN - 8th Floor, Yamaguchi Bldg., 1-1, Chome, Shimbashi Minato-ku, Tokyo, Tel. ALBERTA REGIONAL TOURIST OFFICES: ZONE 1 — Travel and Convention Association Southern Alberta Box 986, Lethbridge

NATIONAL PARKS AND CAMPSITES

ourney to the unspoiled splendor of Alberta's five national

parks—living museums of nature. Banff, Jasper and Waterton

Lakes are easily accessible by car and well-equipped to

accommodate travellers. Banff and Jasper are year-round

excellent accommodation and recreation facilities. Waterton

Lakes and Elk Island are seasonal parks open May through

October. Wood Buffalo National Park, a huge, natural area

between Alberta and the N.W.T., is North America's largest

buffalo preserve and at present is undeveloped for tourists.

It is reached by the Mackenzie Highway gravel road system.

A daily charge is made for the occupation of sites at all

Campers, swimmers, fishermen, boaters, picnickers and all

and Campsites! These areas are well-maintained and every

effort is made to preserve their natural beauty. All parks

in Alberta are easily reached by car and equipped to

accommodate tents and trailers. (One exception is Willmore

Wilderness Provincial Park where there are no facilities for

tourists and accessibility is achieved only on horseback or

You'll find each of our Provincial Parks and Campsites on

Provincial Parks—A low rental fee is charged for overnight

tent and trailer accommodation. Many parks have streams

Highways Campsites-Located frequently along major

highways, these camping areas are equipped with facilities

and services such as tables, tent and trailer parking, toilets,

Forestry Campsites—Only rustic facilities are provided in

and dry toilets. Most have shelters and developed water

Commercial Campgrounds and Travel Trailer Parks—These

are privately owned sites and provide the same facilities as

mentioned above. Many have added services such as

showers, laundry, playgrounds and full trailer hookups.

County and Municipal Parks and Campgrounds - A variety

of facilities for picnicking, camping, fishing and swimming

throughout Alberta. Some of the camping areas offer full

"Alberta Visitors Guide" contains detailed information on

the above parks and campgrounds and may be obtained

by visiting or writing any of the Alberta Information

are provided in dozens of these parks and campgrounds

these recreation areas such as tables, fireplaces or stoves

drinking water, fireplaces and shelters. (Seasonal and free

PROVINCIAL PARKS AND CAMPSITES

resort areas and along with Waterton Lakes offer tourists

ZONE 2 — Medicine Hat and District Tourist Council Box 605, Medicine Hat-527-6422 ZONE 3 — The Big Country Tourist Association 50 - 3rd Avenue W., Drumheller ZONE 4 - Central Alberta Tourist Council

national park campgrounds.

by canoe.)

the road map.

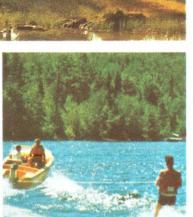
or beaches. Hunting is not allowed.

supplies. (Seasonal and free of charge).

(Seasonal and nominal charge).

Centres listed on this map.

trailer hook-ups.



ALBERTA TRAVEL INFORMATION

ZONE 5 - Battle River Tourist Association ZONE 6 - The Lakeland Tourist Association ZONE 7 - The Evergreen Tourist Association ZONE 8 — Land of the Mighty Peace Tourist ZONE 9 - Jasper Park Chamber of Commerce ZONE 10 - Calgary Tourist and Convention

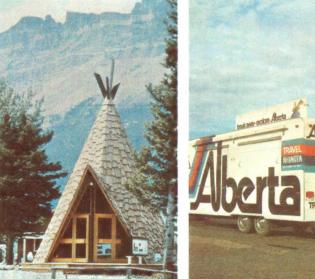
ZONE 11 - City of Edmonton Visitor Bureau or Edmonton Convention Bureau 5068-103rd ZONE 12 - Tourist Committee, Banff-Lake Louise Chamber of Commerce Box 1298,

CANADIAN GOVERNMENT TRAVEL BUREAUS: Alberta information may be obtained at Cana Los Angeles, Minneapolis, New York, Phila-delphia, Pittsburgh, Buffalo, San Francisco, Cincinatti, Seattle, Washington, D.C., Mexico City, Sydney Australia, London England, Paris France, Frankfurt Germany, The Hague Hollan













POINTS OF INTEREST - SOUTH The Frank Slide (N5) − Huge limestone boulders strewn across the floor of the Crowsnest Pass mark the site of the catastrophic slide at Frank, Alberta, on April 29, 1903, when a huge portion of Turtle Mountain toppled on the townsite burying 70 persons

Fort Macleod (N6) - This stylized version of the first North West ounted Police outpost in Western Canada incorporates the Fort Macleod Museum building, in which artifacts of early police equipment and pioneer home furnishings are displayed.

3 Mormon Temple (O6) - The temple of the Church of Jesus Christ f Latter Day Saints, at Cardston, was built between 1913 and

4 St. Mary Dam (O6) - Built at a cost of \$7,000,000 and completed n 1951, this 189 foot high structure located southwest of Lethsal dam provides water to irrigate 410,000 acres of land in southern Alberta and holds 289,000 acre feet of water in a manmade lake 11 miles long.

■ Indian Battle Park (N6) - Located at Lethbridge, this park was he site of the last great Indian battle of 1870. The park is highghted by a replica of Fort Whoop-Up, and an operating mine rail way. (See Lethbridge city map inset)

outdoor lovers, welcome to Alberta's many Provincial Parks 6 Nikka Yuko Japanese Gardens (N6) - Built at Henderson Lake Park in Lethbridge, this lovely garden is the largest of its kind in North America and incorporates all the outstanding features of the five basic types of traditional Japanese gardens. (See Lethbridge city map inset)

 Badlands (L6) − Over 100 million years ago dinosaurs roamed his 300 square mile area along the Red Deer River Valley and today, petrified remains of prehistoric plant and animal life are still being discovered. Drive the 30 mile loop through the Badlands at Drumheller known as the Dinosaur Trail – a mysterious landscape of weird gorges, buttes, banded rocks and huge mush-

are located on the Dinosaur Trail near Drumheller. The museum is a unique and interesting showcase for fossilized prehistoric plant and animal life including a 20' long and 8' tall dinosaur skeleton. The little church stands just 7' x 11' x 12' high complete with pulpit, pews, recorded hymns and a short recorded

Fort Rocky Mountain House Chimneys (K5) — The fort was built 1799 and was the first of several constructed in the immediate district. This structure was the headquarters for geographer and explorer David Thompson. McDougall Memorial (L5) - This restored church at Morley, some

50 miles west of Calgary, commemorates the work of the Reverends George and John McDougall, Methodist missionaries among m Medicine Hat Historical and Museum Foundation (N8) - Colorful and interesting exhibits and displays depict historical devel opments and events in Southern Alberta during the days of the

12 Happy Valley (L5) - Located 5 miles west of Calgary is Canada's largest man-made all-season family recreation area with facilities for golfing, trout fishing, riding, go-carting, swimming and skiing.

For more facts on things to do and see in Alberta write or visit any of the Alberta Information Centres or Tourist Offices listed



early pioneers. (See Medicine Hat city inset).

### **HOURS AT PORTS OF ENTRY**

WHITLASH, U.S. ADEN, ALTA. CHIEF MOUNTAIN, ALTA. CHIEF MOUNTAIN, U.S. a.m.-p.m. closed a.m.-p.m. COUTTS, ALTA SWEETGRASS, U.S. Jan. 1-Dec. 31 DEL BONITA, ALTA DEL BONITA, U.S. a.m.-p.m. 9-6 8- 9 9- 6 WILD HORSE, ALTA WILD HORSE, U.S. EASTPORT, U.S. KINGSGATE, B. NELWAY, B.C. METALINE FALLS, U.S a.m.-p.m. 8-midnight Jan. 1-Dec. 31 COSVILLE, B.C ROOSVILLE, U.S. RYKERTS, B.C PORTHILL, U.S. a.m.-p.m. 7-11 WANETA, B.C. NORTHPORT, U.S. a.m.-p.m. 9-5 a.m.-p.m. 9-5

# Hours Subject to Change

PROVINCIAL TRAVEL INFORMATION CENTRES IN BRITISH COLUMBIA-Radium, Dawson Creek IN ALBERTA - Coutts, Fort Macleod, Medicine IN SASKATCHEWAN - Alsask

Trans-Canada #1 and #2 North

trance #16 Highway — Edmonton Con-

EDSON — East Entrance of Town

32-7377 and north entrance

Athabasca Valley on #16.

22-0294 or 429-3642

vention Bureau - 10126 - 99th Street

pioneer western Canadian priest.

years 1883-1885.

POINTS OF INTEREST — NORTH

3 Alberta Game Farm (I6) - This natural 1,000 acre farm, located

14 miles south-east of Edmonton, is a refuge for animals and

birds from all over the world, including many species near ex-

west of Edmonton, this structure is a good example of power

1 St. Albert Cathedral (I6) - Enclosed within a protective building

Twelve Foot Davis' Grave (F3) - This monumental site at Peace

River marks the grave of an early pioneer, H. F. Davis, who

Prairie at Dunvegan stands the first permanent Roman Catholic

mission church in the vast Peace River district, built during the

museum contains one of the most complete displays of pioneer

cars, tractors and farm machinery in North America, Open daily,

® Reynolds' Pioneer Museum (J6) - Located at Wetaskiwin, this

10 Inland Salmon Fishing (H8) - That's right! Cold Lake, a large

2 Grouard Mission (G4) - Built in 1884 by Father Emile Grouard,

the site is now maintained as a museum and some of the priest's

ned national notice in 1967 for its unique and imaginativ

on a farm near Viking have been carved and chiselled with lines

resembling the ribs of the buffalo and are believed to have had

2 Ribstones (J7) - Thousands of years old, these large rocks located

25 Horsemen's Hall of Fame - The history of the famous horsemen

dinosaurs and other prehistoric reptiles. Provision for picnicking

two downtown locations, you can learn - in a highly entertain-

ing way - a wealth of information about Western Canada's art,

history and people. Glenbow's work is internationally renowned.

voir, the park features a recreated, late 19th century village with

13 Heritage Park - Located on the east side of the Glenmore Reser-

3 Glenbow-Alberta Institute Museum and Art Gallery - Here, in

entennial project — the building of a flying saucer landing pad.

stocked with fighting, eager biting Coho Salmon!

a sacred meaning to the early Indians in the area.

marine life, snakes, and reptiles. Open daily.

northland during the 19th century.

CALGARY (See Calgary city map inset)

Calgary, Open daily,

and camping is available.

development and downstream water pollution control.

over \$15,000 in gold and the nickname "Twelve Foot."

Jan. 1-Dec. 31

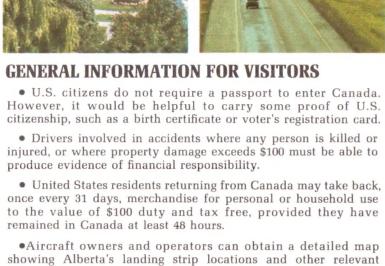
IN UNITED STATES - St. Mary, Montani Watch for New Centres To Be Opened in 1972

OTHER IMPORTANT INFORMATION CENTRE LOCATIONS AND TELEPHONE NOS. CALGARY—Hospitality Centre at Mewata Park west of downtown 263-8510 -Travel Industry Association of Alberta LACOMBE - Next to station at Juniper 105-8th Avenue. S.E. Calgary, Lodge on #2 Highway just north of 262-3202. – Calgary Tower

Centre St. and 9th Ave. S. - Junction LETHBRIDGE-7th Ave. & Mayor Magrath Drive (near Japanese Gardens) - #3 Highway West next to Brewery Gardens CAMROSE — West Entrance of City 672-MEDICINE HAT - Junction of Trans-DRUMHELLER-Museum near downtown Canada #1 and #3 Highway RED DEER - South entrance on #2A EDMONTON - Visitor Bureaus: - 1328

Imperial Oil Building, 10025 Jasper Information on Alberta may also be ob-Avenue 424-0211 — South Entrance #2tained from the following affiliated Highway — Oil Derrick 434-5322 owntown — next to Centennial Library NATIONAL PARKS: Have centrally located (Summer Only) East entrance #16 information centres in Banff, Jasper and ighway — (Summer Only) West En-Waterton townsites plus information at

ALBERTA MOTOR ASSOCIATION: Affiliated with CAA and AAA, the AMA has telex con-GRANDE PRAIRIE - 10011 - 103rd Ave. nections with its various branches in Banff, Calgary, Edmonton, \*Jasper, HINTON - East Entrance overlooking Lethbridge, Medicine Hat, Red Deer, \*Waterton Park.



erminal Building, Industrial Airport, Edmonton, Alberta, Canada for a nominal charge of \$2. Customs airports are located at Calgary, Edmonton, Lethbridge, Medicine Hat and Coutts.

Alberta has no sales tax

• Look for this sign on motels and hotels hroughout Alberta indicating accommodation has met the approved standards of cleanestablished through regular inspections by qualified Alberta Government Travel Bureau personnel. Approved commercial and public ccommodation including parks and campccommodation Guide and may be obtained by visiting or writing any of the Alberta Inormation Centres listed on this map.

wheeler for a trip around the Reservoir.





# **GENERAL INFORMATION FOR VISITORS**

However, it would be helpful to carry some proof of U.S. citizenship, such as a birth certificate or voter's registration card.

injured, or where property damage exceeds \$100 must be able to produce evidence of financial responsibility. United States residents returning from Canada may take back,

remained in Canada at least 48 hours. Aircraft owners and operators can obtain a detailed map showing Alberta's landing strip locations and other relevant ircraft information from the Alberta Aviation Council, 201

liness, comfort, courtesy and construction grounds are published in the Alberta Visitors APPROVE

 The series of Service Centre guide signs are used to indicate sites from freeways where gas and food and in many cases lodging, are offered.





1955, is situated in Calgary. This \$4.5 million building seats 2,750 people. Open for visitors. (16) - This unique museum displaying the national costumes, handicrafts and other features of the Ukrainian culture, is located at Mundare, near a grotto maintained by downtown, this fine planetarium features a vivid projection of

3 Southern Alberta Jubilee Auditorium - One of two identical

auditoriums built to commemorate Alberta's Golden Jubilee in

the mysteries of the universe. 15 Brazeau Dam (J4) - Located on the Brazeau River, 95 miles south- 2 Calgary Tower - This 626 foot tower with its revolving restaurant, at Centre Street and 9th Avenue S.W., offers visitors a

spectacular view of the city skyline and the Rocky Mountains. A ravel Information Centre is located at the foot of the Tower. is the original log cathedral built in 1861 by Father Lacombe, Calgary Stockyards - Located in east Calgary, this modern stockyard complex is the largest shipper of world famous, choice

6 to 15, 1972, July 5 to 14, 1973. Don't miss this famous western that two gold claims at Barkerville exceeded the limit by 12 feet and promptly staked this extra ground. The claim earned him whoop-up rodeo action aplenty, chuckwagon races, midway, thoroughbred racing at Victoria Park, fabulous Flare Square, agricultural exhibition, grandstand show, spectacular fireworks, 18 St. Charles Mission (F2) - About 50 miles north of Grande \$150,000 in prizes!

## EDMONTON (See Edmonton city map inset)

3 Alberta Legislative Building and Government Greenhouses -Located on the site of old Fort Edmonton and overlooking the North Saskatchewan River. Construction initially started in 1907 and the building officially opened in 1912. Open to visitors daily. fresh water lake on Alberta's northeastern border, is specially Storyland Valley Zoo - This five acre children's zoo depicts fairy

tales and nursery rhymes. Displayed are species of animals and birds from many parts of the world. The zoo is circled by the dmonton Little Western Railroad, which takes passengers on a

ornate painted decorations can still be seen inside the church. Queen Elizabeth Planetarium — Canada's first public planetarium. Athabasca Landing (H6) - A Provincial Government cairn on the banks of the Athabasca River marks the Landing which A varied year-round program is provided for visitors.

served as a major distributing post for traders going into the 3 Northern Alberta Jubilee Auditorium - One of two identical ditoriums built to commemorate Alberta's Golden Jubilee in 1955, is situated in Edmonton. This \$4.5 million building seats 3 Flying Saucer Landing Pad (17) - St. Paul, a town of 4,051 people, 2,750 people. Open for visitors. Fort Edmonton Park - This unusual historic point in the city's

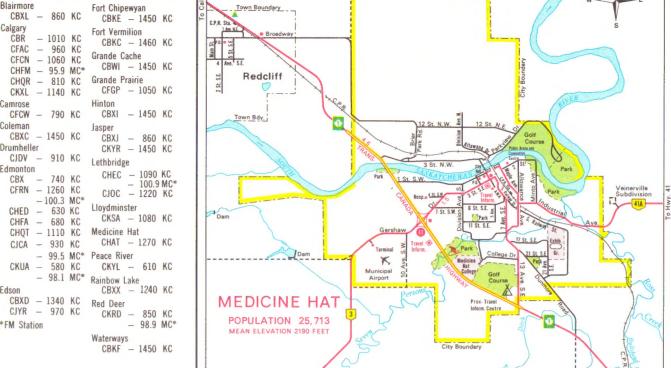
> south-west river valley features an authentic reproduction of the original 1830 fur trading post. It is constructed with the use of authentic tools and methods of the early nineteenth century. The Provincial Museum and Archives - One of Canada's outstanding and modern museums, where heritage is portrayed hrough artifacts, historic documents, and specimens as well as

arough excellent exhibits on pioneers, Indians, fur traders and

of the Early West is vividly depicted in the Calgary Horsemen's Historical Exhibits Building - Located at 101 St. and 112 Ave., Hall of Fame, on the second floor of the Aquarium Building in this public museum and archives depicts the history of Edmonton. The Aquarium - Located on the premises of the Calgary Brewearly river ferry crossing, near the 105th Street Bridge, stands the ing and Malting Company, the aquarium comprises an outstandoriginal home of John Walter, an early Edmonton settler.

ing collection of fresh and salt water fish, various forms of 3 McDougall Church - On the corner of 101st Street and Macdonald Drive stands the first church built outside the original 2 The Calgary Zoo - On St. George's Island - features not only a Fort Edmonton. Erected in 1873, today it is a museum containing wide range of live animals, but also a unique display of life-size photographs and relics of bygone days. 4 Edmonton Klondike Days Exposition - The Fair That Changed

A City! July 20 to 29, 1972, July 19 to 28, 1973. Don't miss a chance to revisit the days of the glorious Gold Rush! Thoroughbred racing at Northlands Park, midway, grandstand show, gambling at the Silver Slipper on the Exhibition Grounds. fireworks, costume promenade, Klondike Village, free entertainment at the Klondike Palace, agricultural exhibition, over \$150,000 in





RADIO STATIONS

CFCW

\*FM Station

